



It's not all about the device, you know

MOBILE ENGAGEMENT

How do we see devices?

- First there was television, or rather:

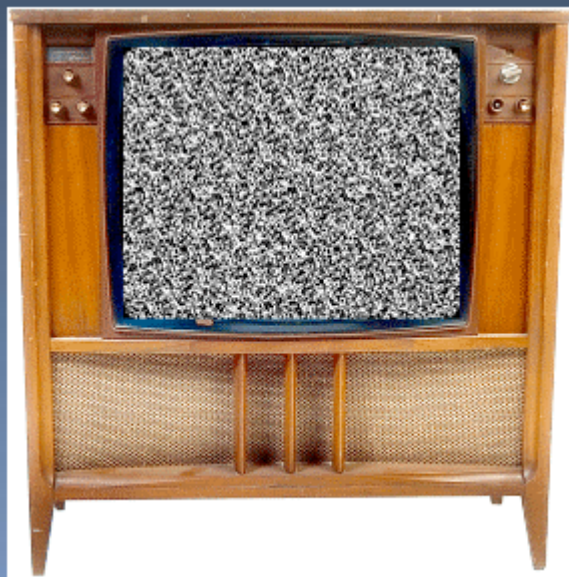


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Then there was the internet

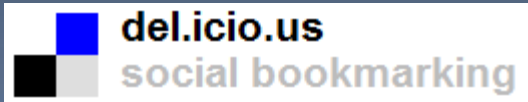
- Which started off as (and in many cases remained):



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Until someone realised what you could do....



Mobile is at the same place

- Lots of talk about “the mobile internet”



- Kinda sounds like “radio with pictures “ to me

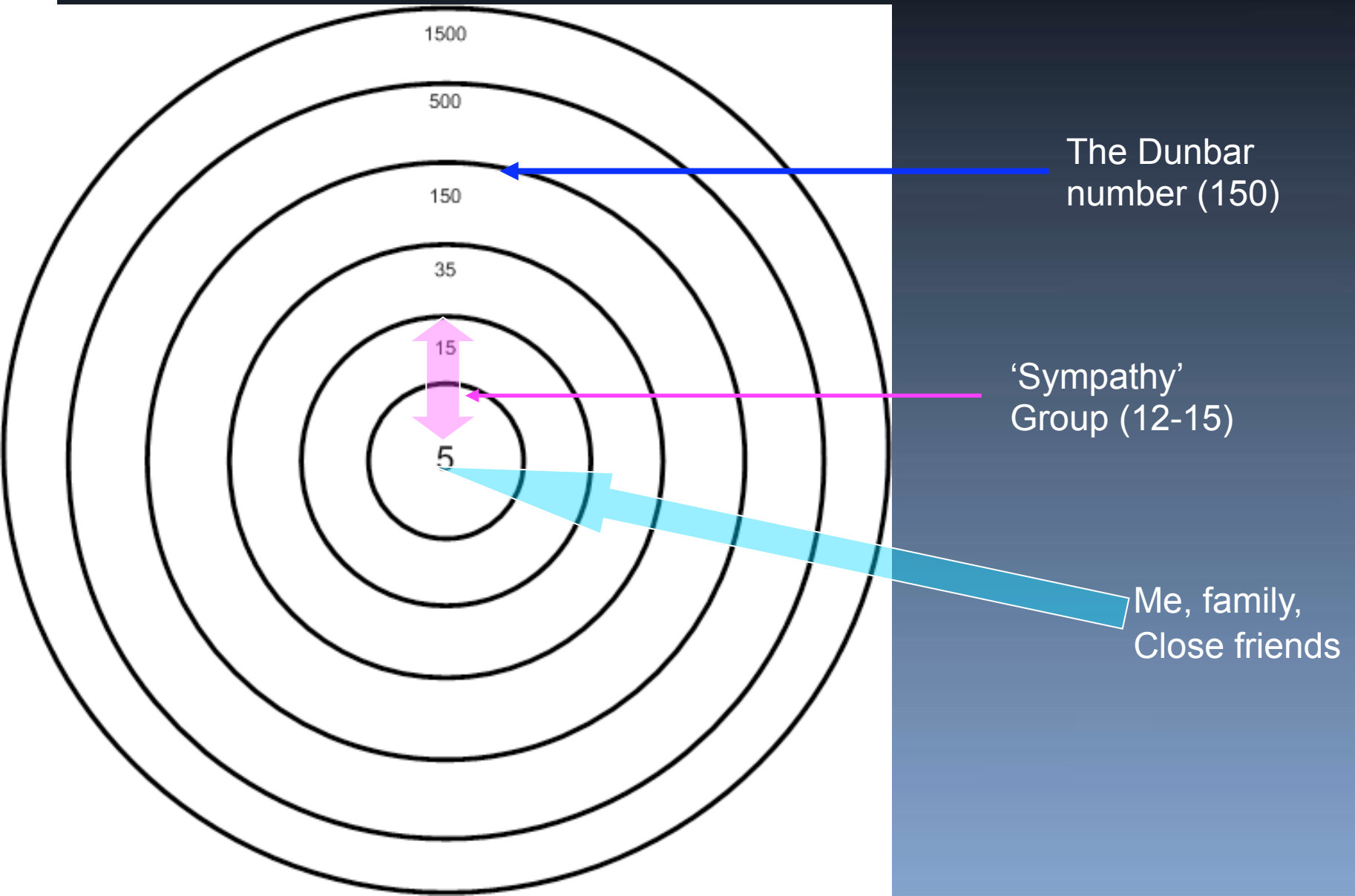
Why is mobile important?

- There are about 1.05 billion internet connected PCs
- There are more than 2.6 billion mobile phones
- SMS is largest data application on the planet
 - 5 times as many user of SMS than any form of IM
 - SMS is the preferred form of communication
 - The fastest and the most private
- Almost 60% of the planet have them – their primary community connection is through them
- Gen-C own their phones, in way they don't own internet or PC connections. Most personal, most intimate
- 1g = voice; 2G = SMS; 3G = social networking

Gen-C (Young Active Fun)

- An empowered and 'always on' generation
- Aged: 11 – 30 (caveat: see below)
(cross over with Gen Y, defined by behaviour)
- Initially called the 'click and go' generation, 'C' can stand for any and all of the following:
 - Community
 - Connected
 - Creative
 - Content
 - Celebrity
- Home: MySpace, Facebook, YouTube, Flickr, Pownce
- Device: mobile phone
- Communication: Social Networks, MSN, SMS (email)
- Network: 110 (Dunbar: 150), core group of 10 -15

Dunbar Number (the magic 150)



Gen C

- Flexibility: an absolute driver. Hence the importance of mobile
- Time tolerant: bought up with Napster, Kazaa, Bit Torrent etc
- Exclusivity: unfamiliar concept – all is available to them
- Copyright and DRM: “the net interprets censorship as damage and route around this” (John Gilmore 1993)
- Public: they are used to the default public nature of their online life, and will share intimate details
- Time: why do they need a watch – they have a mobile phone?
- Debt: the ability to have it now (flexible) and times are good
- Trust: Less trusting, more likely to ensure self interest and trust their ‘community’ more than any brand
- Quality of life: far more important than job progression or a career. See ‘The 4-Hour Workweek’ (Timothy Ferriss)

Life of a Gen C (YAF)

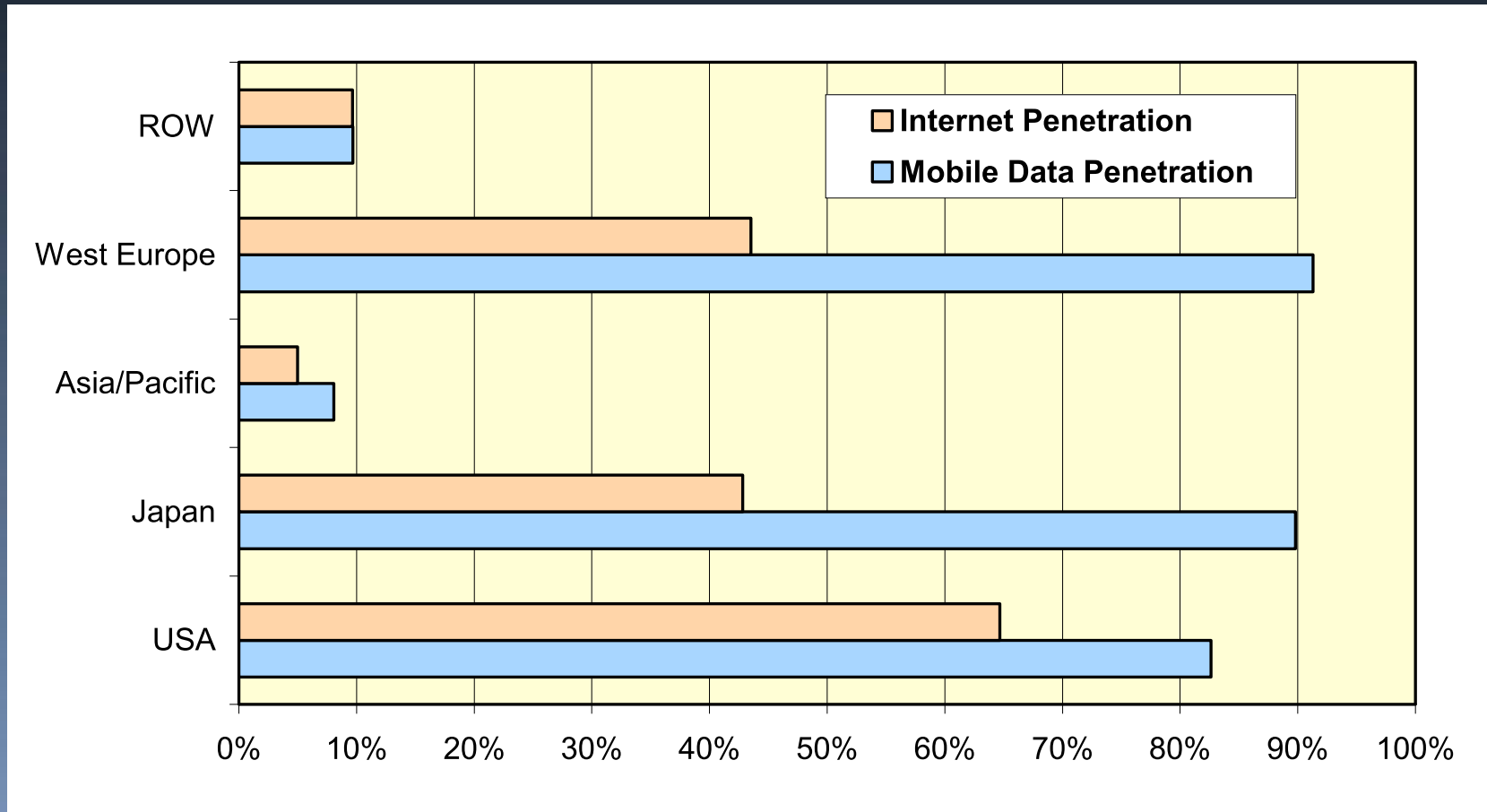
- Will never read a newspaper but attracted to some magazines
- Will never own a land-line phone (and maybe not a watch)
- Will not watch tv on someone else's schedule much longer
- Trust unknown peers more than experts
- Are starting to be willing (2005) to pay for digital content
- Little interest in the source of information, most is aggregated.
- Community at the center of Internet experience
- Think not interested in advertising/affected by brand - wrong
- Everything will move to mobile
- Less interested in television than any generation before
- Move content from platform to platform without restrictions

Where does it sit in our psyche?

- 13% regard it as their best friend 2/3rd would be emotionally affected if we lost it)
- 14% of us answer it during sex
- Almost 90% would take it to the toilet with them (and many answer it there!)
- 28% of us send sexually explicit messages via SMS
- 23% have dumped a partner via SMS (just ahead of soc nets)
- Mobile is our most important connection:
70% of us would refuse to lend our phone to a friend for a day
- 18% of the youth market disposable income is spend on mobile and related services



Internet and Mobile Data Penetration



Changing behaviour, changing devices

- US (the impact of Digital Video Recorders)
 - 24% have DVR, 48% use Video on Demand (VoD)
 - 33% watch more TV (but 53% watch > 50% on replay)
(Australians like live TV <25% watch on replay)
- Mobile
 - UK – 26% report watching video on mobile
 - 32% of those reduce their tv viewing, 8% by a lot, and 4% substitute tv with mobile
 - 50% + want full length shows on mobile, not short form

So what's next?

Key things that differentiate mobile:

- Personal. This device is mine
- Always on. Can you use this?
- Locatable. GPS or triangulation - find me
- Secure. Using Java applications
- Transactional. I can trade, buy
- Proactive. This device can alert me

Much more than just an SMS message.

First attempt (questionable)

dodgeball.com see your friends more.

Search Venues go

get started > **sign in** **join dodgeball** **help**

You are in [New York City](#) Suggestions? Bugs? Send them [here](#).

Meet friends of friends!

FRIENDS OF FRIENDS
Your friend DAN has a friend named ALEX

GRELLAN YOU ↔ **DAN FRIEND** ↔ **ALEX FRIEND OF A FRIEND**

FRIENDS NEARBY
We'll let you know if a FRIEND-OF-A-FRIEND is within 10 BLOCKS of your CHECK IN

10 BLOCKS

where is it? **what is it?**

WHAT A FRIEND OF A FRIEND RECEIVES

GRELLAN is at Ace Bar. You know him through DAN.

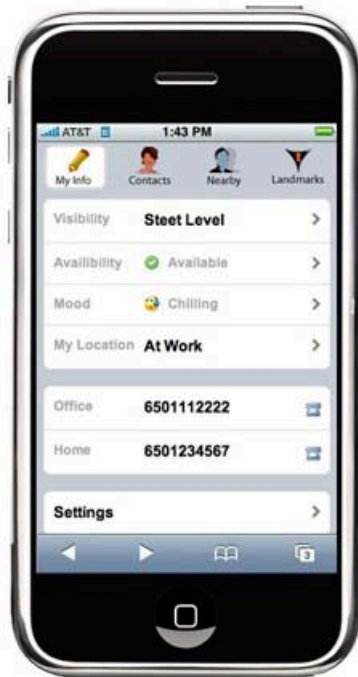
@Ace Bar

STYLES CAMERA

The image shows a woman holding a flip phone that displays a notification about a friend's location. The notification text is: "GRELLAN is at Ace Bar. You know him through DAN." Below the phone, there is a small image of a man sitting at a bar, labeled "@Ace Bar". The woman is looking at the phone with a speech bubble that says "WHAT A FRIEND OF A FRIEND RECEIVES". Above the phone, there are two buttons: "where is it?" and "what is it?". The website header includes the Dodgeball.com logo and navigation links like "sign in", "join dodgeball", and "help". There is also a search bar for venues and a location indicator for "New York City".

Specific Focus (iPhone)

f11TM
alpha



About Fon11 Alpha

A live phonebook

When your contacts update their phone numbers you get them right away.
Set your preferred number or where you like to be reached.

A friend locator

See who is in your neighborhood.
Tell people you are out of town.
Check the local time of your contact before you call.

A mobile broadcaster

Leave a short message for your friends.
Share your mood.

And more...

Carrier grade application and universal platform. Dial from any country.
Integrated with Open Landmark. Save your favorite places.



BlueTooth enabled (beta)

aka'akiTM

beta

[schon mitglied?](#)

[ich habe einen einladungscode!](#)

benutzername

.....

[einloggen](#)

eingeloggt bleiben

[passwort vergessen?](#)

aka-aki im elchtest.

digital ist besser? real ist besser! deine stadt ist voller leute - du musst sie nur anklicken. mit deinem handy. aka-aki verbindet echtes leben mit den funktionen aus dem netz. aka-aki bringt das social networking dahin, wo es hingehört: auf die straße. mit aka-aki lernst du die leute kennen, denen du im echten leben begegnest. aka-aki ist leute anklicken mit dem handy.

[neu anmelden](#)

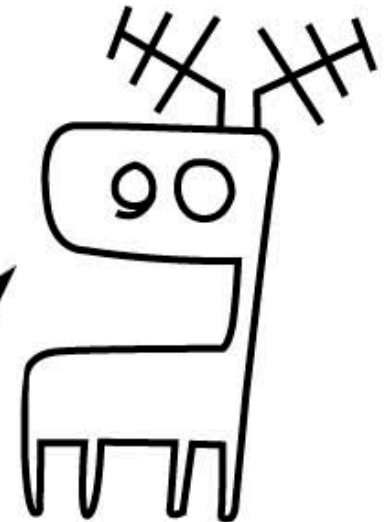
(du brauchst dazu eine einladung zum betatest!)

[neues im aka-aki-blog](#)

▼ [wie? betatest?](#)

geschlossener betatest

aka-aki befindet sich derzeit im geschlossenen betatest. wir prüfen gerade, wieviele mitglieder der elch gleichzeitig bewältigen kann. daher schicken wir schwungweise einladungen an neue betatester heraus.



Developing the tools and the community



Public installation/art/theatre



Key things: (0,1,2,3)

- **Zero** changes to user behaviour
 - (don't make them act differently for you)
- **One** login
 - (remember who they are, regardless of device)
- **Two** second respond time
 - Make it simple, make it clean, make it fast
- **Three** clicks away (maximum)
 - You'll lose 10% of users for each added level

Incorporating mobile

- It isn't just a smaller web screen
- But it's a lot more than sms messages
- Can it be part of your engagement model?
- Can this be a content up/download tool?
- Is position relevant? Can you make it so?
- Java or WAP? Pros and cons for each
- The more complex, the more handsets that need to be managed – keep it simple

Words of caution

- Not all carriers are created equally
- Data costs are changeable, and can be scary
- You have no idea of how complex it can be (290 screens, 35 op systems, 2k devices etc)
- Early adopters are great (and tolerant)
- Most users will be hi-end phone (xHtml etc)
- But think about the experience for everyone

Is this really real?

A hoary old fish, hooks and leaders trailing like battle ribbons from his jaw, approaches a collection of loitering youngsters taking their ease by a coral reef. "Hey," says the grandpa, "how's the water?". The young fish smile, bob and sway their fins deferentially. "Fine, fine, fine," they all say. When the relic has swum off and away, they turn to each other and, almost simultaneously, say, "What's that all about? What's water?"

Quote source: David Foster Wallace, Infinite Jest